

## **TRAFFORD COUNCIL**

**Report to:** Executive  
**Date:** 24<sup>th</sup> February 2020  
**Report for:** Decision  
**Report of:** Executive Member for Housing and Regeneration  
Executive Member for Adult Social Care

### **Report Title**

**Trafford Older People's Housing Strategy and Action Plan 2020-25**

### **Summary**

With a growing older population, there is an increasing demand for a diverse range of older peoples' housing in the borough. The Older Peoples' Housing Strategy aims to ensure older people have decent homes to live in, that they are secure and maintain their independence, health inequalities are reduced and care services are flexible enough to meet the different choices older people will increasingly make.

The Older Peoples' Housing Strategy has been produced following extensive consultation and the proposed recommendations in the Strategy are designed to respond to both the current and future needs of the older population. The recommendations have been identified in the context of the Council's Corporate Priorities, the Trafford Housing Strategy (2018-2023), GM Housing Strategy and discussions with key stakeholders.

### **Recommendation(s)**

It is recommended that the Executive approves the Trafford Older Peoples' Housing Strategy and Draft Action Plan 2020-2025 for publication.

### **Contact person for access to background papers and further information:**

**Name:** Lorna Lloyd, Strategic Growth Officer  
Caroline Siddall, Housing Strategy & Growth Manager  
**Extension:** 4923/5776

**Background Papers:** None.

**Appendix One:** Trafford Older Peoples' Housing Strategy 2020-2025

**Appendix Two:** Trafford Older Peoples' Housing Strategy 2020-2025 Consultation Report

**Appendix Three:** Draft Trafford Older Peoples' Housing Strategy 2020-2025 Action Plan 2020-2025

*Implications:*

<p>Relationship to Policy Framework/Corporate Priorities</p>	<p>The priorities detailed within the Older Peoples' Housing Strategy 2020-2025 meet the Council's Corporate Priorities of:</p> <ul style="list-style-type: none"> <li>• Building Quality, Affordable and Social Housing</li> <li>• Health and Wellbeing</li> <li>• Successful and Thriving Places</li> <li>• Targeted Support</li> </ul> <p>In addition, the Strategy meets the Departmental Improvement Plan's priorities and is complimentary to, and will play a key part in, delivering elements of the Trafford Housing Strategy 2018-2023.</p>
<p>Relationship to GM Policy or Strategy Framework</p>	<p>The Older Peoples' Housing Strategy 2020-25 is aligned with the priorities contained within the GM Strategy and the GM Housing Strategy (2019-24).</p>
<p>Financial</p>	<p>The Strategy identifies actions for the Housing Strategy &amp; Growth Team/Adult Services to deliver within existing staff resources and budgets. It also identifies potential actions to be delivered in partnership with other key public, charitable and private stakeholders.</p>
<p>Legal Implications:</p>	<p>None as a consequence of this report.</p>
<p>Equality/Diversity Implications</p>	<p>None as a consequence of this report.</p>
<p>Sustainability Implications</p>	<p>None as a consequence of this report.</p>
<p>Resource Implications e.g. Staffing / ICT / Assets</p>	<p>None as a consequence of this report.</p>
<p>Risk Management Implications</p>	<p>None as a consequence of this report.</p>
<p>Health &amp; Wellbeing Implications</p>	<p>The Strategy's main aim to improve the health and wellbeing of older people in Trafford. The following Strategic priorities will have a direct impact on the health and wellbeing of older residents:</p> <ul style="list-style-type: none"> <li>- Improve the quality and standard of existing housing for older people in Trafford.</li> <li>- Enable older people in Trafford to live independently.</li> <li>- Create and foster partnerships that work to deliver effective health and social care provision, support services and high quality housing to older people across Trafford.</li> </ul>
<p>Health and Safety Implications</p>	<p>None as a consequence of this report.</p>

## **1.0 Background**

- 1.1 The Older Peoples' Housing Strategy covers the five years from 2020 to 2025 and forms part of a suite of specialist and supported housing strategies that sit under the main Housing Strategy 2018-2023. A number of factors have prompted the need for this Strategy; Trafford has an ageing population with increasing health and social care challenges, and a range of suitable housing options are required to meet the housing needs and changing aspirations as people age. The Strategy provides strategic direction regarding national and local policies to promote older people's housing needs and desires.
- 1.2 Changes in the composition, and the increasing number, of older people require a shift in the focus, resources, and processes of local agencies. An ageing society is a key challenge for the housing sector. Over the past decade the government has identified this as an area where significant changes need to be made, not only in physical buildings but in challenging society's perceptions of what suitable housing for older people should mean. There are strong links between older age, housing and health and the Council recognises the interdependence of these.

## **2.0 Methodology**

- 2.1 The Strategy identifies measures to deliver the Council's Corporate Priorities of 'Building Quality, Affordable and Social Housing', 'Successful and Thriving Places', 'Health and Wellbeing' and 'Targeted Support'. It forms a key part in delivering Trafford's Housing Strategy and complements the priorities set in the GM Housing Strategy.
- 2.2 Production of the Strategy involved an initial survey with residents which took place in April 2019 to determine housing needs for older people in the borough. The survey asked a range of questions about residents' current home, how it met their needs and what they wanted for the future, to understand what is important to people in Trafford as they age. Discussions with service providers and support organisations were also undertaken to help identify what is currently available, and what can be done to meet the housing needs of older people in Trafford in the future. The Strategic Housing Partnership Adult Services and Trafford CCG were also part of the initial discussions that enabled the Strategy to be written.

## **3.0 Older Peoples' Housing in Trafford**

- 3.1 A review of available data relating to older people and housing in Trafford shows:
  - Trafford has an aging population - over the period 2019 to 2037, the number of older person households is going to increase by around 14,719, an increase of 40.2% in the borough.
  - A high proportion of the borough's older population (65 years plus) are found in the south of the borough - Bowdon, Hale and Flixton.
  - Many homes in Trafford are under-occupied by the 65 years and older population. The availability of two bedroomed properties in Trafford is too low to meet the demand from older people that would consider moving from larger homes.
  - The majority of older people in Trafford (77%) are owner occupiers with the highest number being in Timperley and Hale.

- Trafford has a total of 3,340 Registered Provider/Housing Association older people accommodation units in 2017/18.
- There is an overall shortage of older peoples' accommodation available to buy or rent in Trafford. A search on Rightmove in March 2019 for retirement housing to rent in Trafford identified just three properties available, at an average rent of £645 per month. In terms of retirement properties for sale, 38 properties were found, out of a total 1,437 properties (2.6%). The asking prices for these retirement homes marketed on Rightmove cost up to £318,500 for a two bedroom property.

#### **4.0 Vision and Priorities**

- 4.1 To meet the challenges identified above, a Vision has been developed along with four Strategic Priorities. The Vision and Priorities are as follows:

##### Vision:

*'Work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford'*

##### Strategic Priorities:

*Priority 1:* Improve the quality and standard of existing housing for older people in Trafford.

*Priority 2:* Increase the availability and range of suitable housing options for older people within Trafford.

*Priority 3:* Enable older people in Trafford to live independently.

*Priority 4:* Create and foster partnerships that work to deliver effective health and social care provision, support services and high quality housing to older people across Trafford.

- 4.2 To achieve the priorities identified above, the Strategy identifies a number of recommendations and these are set out in Appendix 1 (pages 27-40).

#### **5.0 Consultation**

- 5.1 Following completion of the Draft Strategy, a four week public consultation was held during October and November 2019. An on-line survey was created which posed questions relating to the proposed priorities and actions required to deliver them. A copy of the survey, Draft Strategy and appendices were available on the Council's website following a press release and publicity via social media.

- 5.2 In total, 28 responses were received to the on-line survey (see Appendix 2) with 89% being a personal view from residents and elected members. Overall respondents were very positive about the creation of the Strategy, the proposed priorities and recommendations identified. Respondents felt the following priority was the most important: *Increase the availability and range of suitable housing for older people within Trafford.*

5.3 After assessing all consultation responses and suggested additions, the Strategy has been amended to include the following recommendations within the relevant priority:

*Priority 1: Improve the quality and standard of existing housing for older people in Trafford.*

- Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.
- Explore the potential of establishing a 'bills included' package within social rented sector.

*Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.*

- Consider creating a Retirement/Older People's Community, near to facilities, bus routes that allow independence and a sense of community. The village should be located in an area that has a lower crime rate to ensure safety of residents. The development should be purpose built to include on-site amenities for community purposes and should be a mixture of private and affordable housing.

*Priority 4: Create and foster partnerships that work to deliver effective health and social care provision, support services and high quality housing to older people across Trafford.*

- More consideration for the LGBT community to be housed together and carers to understand their needs and respect them.
- Ensure Trafford residents are accessing funding and opportunities through 'Greater Manchester Health and Social Care' and other organisations to increase health and well-being.
- Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes.

## **6.0 Action Plan**

6.1 Following the public consultation, a Draft Action Plan (see Appendix 3) has been produced to identify all proposed actions to meet the strategic priorities of the Strategy. The Action Plan provides an indication of timeframes and identifies key delivery partners for each action.

6.2 Once approved, the Strategic Housing Partnership will adopt the Action Plan as its delivery plan and will provide a co-ordination role in terms of delivery, monitoring progress and performance management.

## **7.0 Wider Corporate Linkages**

7.1 The recommendations detailed within the Older Peoples' Housing Strategy meet the Corporate Priorities of 'Building Quality, Affordable and Social Housing', 'Health and Wellbeing' and 'Successful and Thriving Places'. The Older Peoples' Housing Strategy, coupled with the Trafford Housing Strategy 2018-23 and GM Housing Strategy, forms a comprehensive and fully joined up approach to older peoples' housing within Trafford.

## 8.0 Other Options

8.1 An option is not to adopt the Older Peoples' Housing Strategy 2020-2025. The absence of an Older People's Housing Strategy across Trafford means the Council will not have a strategic mechanism to tackle older people's housing in the borough.

## 9.0 Reasons for Recommendations

9.1 The Executive is asked to approve the Trafford Older Peoples' Housing Strategy and Draft Action Plan 2020-2025 which sets the key priorities for the borough and the actions required to deliver them by the Council and other key partners. The overarching Older People's Strategy will provide the mechanism to tackle older people's housing in the borough and meet the Council's Corporate Priorities, actions contained within the Trafford Housing Strategy 2018-2023; and wider GM priorities.

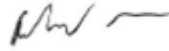
**Key Decision:** Yes

**If Key Decision, has 28-day notice been given?** Yes

**Finance Officer Clearance** *PC*

**Legal Officer Clearance** *TR*

**CORPORATE DIRECTOR'S SIGNATURE**



To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.